



YOUR KINDLE NOTES FOR:

## No Logo: No Space, No Choice, No Jobs

by Naomi Klein

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### 195 Highlights

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Highlight (Yellow) | Location 107

soul-destroying business books on how to get in touch with your personal brand values,

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Highlight (Yellow) | Location 113

basic tenet of brand management: find your message, trademark and protect it and repeat yourself ad nauseam through as many synergized platforms as possible.

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Highlight (Yellow) | Location 233

A powerful, imperialist country is not like a hamburger or a running shoe.

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Highlight (Yellow) | Location 241

the United States government could solve its reputation problems with branding—it's just that it needed a branding campaign and product spokesperson sufficiently hip, young and exciting to compete in today's tough market.

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Highlight (Yellow) | Location 279

Every transformative movement in history has used strong graphic design, catchy slogans and, yes, fashion to build its base.

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Highlight (Yellow) | Location 282

the problem is not that Obama is using the same tricks and tools as the superbrands; anyone wanting to move the culture these days pretty much has to do that.

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Highlight (Yellow) | Location 283

his actions do not come close to living up to the hopes he has raised.

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Highlight (Yellow) | Location 284

he favors the grand symbolic gesture over deep structural change every time.

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Highlight (Yellow) | Location 297

create an appealing canvas on which all are invited to project their deepest desires but stay vague enough not to lose anyone but the committed wing nuts

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Highlight (Yellow) | Location 323

Obama didn't just rebrand America, he resuscitated the neoliberal economic project when it was at death's door.

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Highlight (Yellow) | Location 325

success in branding can be fleeting, and that nothing is more fleeting than the quality of being cool.

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Highlight (Yellow) | Location 334

the response will be waves of bitter cynicism, particularly among the young people for whom the Obama campaign was their first taste of politics.

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Highlight (Yellow) | Location 368

All of their high-priced market research had found a longing in people for something more than shopping—for social change, for public space, for greater equality and diversity.

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Highlight (Yellow) | Location 371

since the brands couldn't fulfill the deep desires they were awakening, social movements had a new impetus to try.

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Highlight (Yellow) | Location 465

the unbranded points of origin of brand-name goods.

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Highlight (Yellow) | Location 519

corporations have grown so big they have superseded government.

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These pioneers made the bold claim that producing goods was only an incidental part of their operations,

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Think of the brand as the core meaning of the modern corporation, and of the advertisement as one vehicle used to convey that meaning to the world.

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the market was now being flooded with uniform mass-produced products that were virtually indistinguishable from one another.

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products...a nationwide vocabulary of brand names replaced the small local shopkeeper as the interface between consumer and product.”

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The implication that Americans were suddenly thinking for themselves en masse reverberated through Wall Street.

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Study after study showed that baby boomers, blind to the alluring images of advertising and deaf to the empty promises of celebrity spokespersons, were breaking their lifelong brand loyalties and choosing to feed their families with private-label brands from the supermarket—claiming, heretically, that they couldn’t tell the difference.

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the companies that exited the downturn running were the ones who opted for marketing over value every time: Nike, Apple, the Body Shop, Calvin Klein, Disney, Levi’s and Starbucks.

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And when the brands crashed, these companies didn’t even notice—they were branded to the bone.

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two most significant developments in nineties marketing and consumerism into sharp focus: the deeply unhip big-box bargain stores that provide the essentials of life and monopolize a disproportionate share of the market (Wal-Mart et al.) and the extra-premium “attitude” brands that provide the essentials of lifestyle and monopolize ever-expanding stretches of cultural space (Nike et al.).

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The Gap, Ikea and the Body Shop were spreading like wildfire during this period, masterfully transforming the generic into the brand-specific, largely through bold, carefully branded packaging and the promotion of an “experiential” shopping environment.

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there never really was a brand crisis—only brands that had crises of confidence. The brands would be okay, Wall Street concluded, so long as they believed fervently in the principles of branding and never, ever blinked.

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It is on-line that the purest brands are being built: liberated from the real-world burdens of stores and product manufacturing, these brands are free to soar, less as the disseminators of goods or services than as collective hallucinations.

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“build brands not around products but around reputation.

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Labels like Baby Gap and Gap Newborn imprint brand awareness on toddlers and turn babies into mini-billboards.

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These logos served the same social function as keeping the clothing’s price tag on: everyone knew precisely what premium the wearer was willing to pay for style.

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It is not to sponsor culture but to be the culture.

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the lines between corporate sponsors and sponsored culture have entirely disappeared.

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As government spending dwindled, schools, museums and broadcasters were desperate to make up their budget shortfalls and thus ripe for partnerships with private corporations.

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Though the degree of meddling varies, our culture was built on compromises between notions of public good and the personal, political and financial ambitions of the rich and powerful.

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everything from small community events to large religious gatherings are believed to “need a sponsor” to get off the ground;

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we become collectively convinced not that corporations are hitching a ride on our cultural and communal activities, but that creativity and congregation would be impossible without their generosity.

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Not only do fans begin to feel a sense of alienation from (if not outright resentment toward) once-cherished cultural events, but the sponsors lose what they need most: a feeling of authenticity with which to associate their brands.

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there is little point, at this stage in our sponsored history, in pining for either a mythic brand-free past or some utopian commercial-free future.

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At its most daring and uncompromised, the news media can provide workable models for the protection of the public interest even under heavy corporate pressure, though these battles are often won behind closed doors. On the other hand, at their worst, these same media show how deeply distorting the effects of branding can be on our public discourse—particularly since journalism, like every other part of our culture, is under constantly increasing pressure to merge with the brands.

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Inevitably, the lifestyle brands begin to ask why they need to attach themselves to someone else’s media project in the first place.

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this wasn’t rock sponsorship, it was “live-action advertising,”

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the brand is the event's infrastructure; the artists are its filler,

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convey the idea of sports, as opposed to simply representing the best of the athlete's own team sport.

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once Nike was in the game with its athletes, it could have fanatical sports fans instead of customers.

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a new paradigm that eliminates all barriers between branding and culture, leaving no room whatsoever for unmarketed space.

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What haunts me is not exactly the absence of literal space so much as a deep craving for metaphorical space: release, escape, some kind of open-ended freedom.

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how does it feel to have your culture "sold out" now, as you are living it?

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Hilfiger's marketing journey feeds off the alienation at the heart of America's race relations: selling white youth on their fetishization of black style, and black youth on their fetishization of white wealth.

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going to Disney World in full knowledge of how ridiculous and evil it all is and still having a great innocent time, in some almost unconscious, even psychotic way, is something else altogether. This is what de Certeau describes as "the art of being inbetween," and this is the only path of true freedom in today's culture.

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through adbusting, computer hacking and spontaneous illegal street parties, young people all over the world are aggressively reclaiming space from the corporate world, "unbranding" it, guerrilla-style.

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it exposed the impotence of almost all other forms of political resistance except anticorporate resistance, one cutting-edge marketing trend at a time.

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a central problem was the mostly unquestioned assumption that just because a scene or style is different (that is, new and not yet mainstream), it necessarily exists in opposition to the mainstream, rather than simply sitting unthreateningly on its margins.

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extreme sports are not political movements and rock, despite its historic claims to the contrary, is not revolution.

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corporate partnerships and sponsorship arrangements have seemed to many public schools, particularly those in poorer areas, to be the only possible way out of the high-tech bind.

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According to nine-year-old Jeffrey Ye, "It was a lot of work."

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the more campuses act and look like malls, the more students behave like consumers.

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we were not revolutionaries, why, then, were our opponents saying that a revolution was under way,

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The backlash that identity politics inspired did a pretty good job of masking for us the fact that many of our demands for better representation were quickly accommodated by marketers, media makers and pop-culture producers alike

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The shift in attitude was not the result of a mass political conversion but of some hard economic calculations.

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“Diversity” was the “defining idea” for Gen-Xers, as opposed to “Individuality” for boomers and “Duty” for their parents.

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Nike also realized that people who saw themselves as belonging to oppressed groups were ready-made market niches: throw a few liberal platitudes their way and, presto, you’re not just a product but an ally in the struggle.

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Why, in other words, were our ideas about political rebellion so deeply non-threatening to the smooth flow of business as usual?

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Rather than creating different advertising campaigns for different markets, campaigns could sell diversity itself, to all markets at once.

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Those who have fought wars and survived revolutions tend to be more protective of their national traditions.

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logo-decorated middle-class teenagers, intent on pouring themselves into a media-fabricated mold, have become globalization’s most powerful symbols.

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these teenagers consume a disproportionate share of their families’ incomes.

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The basic demands of identity politics assumed an atmosphere of plenty.

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The prospect of having to change a few pronouns and getting a handful of women and minorities on the board and on television posed no real threat to the guiding profit-making principles of Wall Street.

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This oversight isn't simply a failure of feminism but a betrayal of the feminist movement's own founding principles.

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the right to live, not simply exist."

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There isn't a lot of angst, it's just unbridled consumerism.

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Despite the embrace of polyethnic imagery, market-driven globalization doesn't want diversity; quite the opposite. Its enemies are national habits, local brands and distinctive regional tastes.

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companies using libel and trademark suits to hound anyone who puts an unwanted spin on a pop-cultural product.

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price wars, in which the biggest megachains systematically undersell all their competitors;

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blitzing out the competition by setting up chain-store "clusters."

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the arrival of the palatial flagship superstore, which appears on prime real estate and acts as a three-dimensional ad for the brand.

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build stores two and three times the size of your closest competitors.

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products purchased in such great volume that the suppliers are forced to give you a substantially lower price than they would otherwise.

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cut your in-store prices so low that no small retailer can begin to compete

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Highlight (Yellow) | Page 133

develops such a concentrated presence in an area that advertising its brand is barely necessary.

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the streets without sidewalks, the shopping centers only accessible by car, the stores the size of small hamlets with all the design flair of toolsheds

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Where the big boxes had swapped a sense of community values for a discount, the branded chains would re-create it and sell it back—at a price.

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Everything about New Age chains like Starbucks is designed to assure us that they are a different breed from the strip-mall franchises of yesterday.

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The bottom line is that clustering, like big-boxing, is a competitive retail strategy that is only an option for a large chain that can afford to take a beating on individual stores in order to reap a larger, long-term branding goal.

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Brand-obsessed shoppers have adopted an almost fetishistic approach to consumption in which the brand name acquires a talismanic power.

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the fantastic beings of their brain may sometimes make us regret the world of reality.”

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Highlight (Yellow) | Page 143

I’ve since come to think of as deep longing for the seductions of fake; I wanted to disappear into shiny, perfect, unreal objects.

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Highlight (Yellow) | Page 147

If you weren't everywhere...you were nowhere."

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Highlight (Yellow) | Page 148

This is the true meaning of a lifestyle brand: you can live your whole life inside it.

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Cathedral Grove isn't a forest but a tree museum—just as Celebration is a town museum.

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The emotional power of these enclaves rests in their ability to capture a nostalgic longing, then pump up the intensity: a school gym equipped with NBA-quality equipment; summer camp with hot tubs and gourmet food; an old-world library with designer furniture and latte; a town with no architectural blunders and no crime; a museum with the deep pockets of Hollywood.

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privatized public utopias.

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is only so far most independents can travel down the road of experiential shopping before they experience financial stress.

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most people are apt to think of corporate decisions as non-ideological.

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The underlying message is that culture is something that happens to you.

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It is not something in which you participate, or to which you have the right to respond.

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Highlight (Yellow) | Page 187

corporate space as a fascist state where we all salute the logo and have little opportunity for criticism because our newspapers, television stations, Internet servers, streets and retail spaces are all controlled by multinational corporate interests.

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Highlight (Yellow) | Page 196

Brand builders are the new primary producers in our so-called knowledge economy.

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Highlight (Yellow) | Page 197

as the old jobs fly offshore, something else is flying away with them: the old-fashioned idea that a manufacturer is responsible for its own workforce.

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Highlight (Yellow) | Page 199

Mass layoffs were previously presented as an unfortunate necessity, tied to disappointing company performance. Today they are simply savvy shifts in corporate strategy, a “strategic redirection,”

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executives vowing to refocus on the needs of their brands, as opposed to the needs of their workers.

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Despite the conceptual brilliance of the “brands, not products” strategy, production has a pesky way of never quite being transcended entirely: somebody has to get down and dirty and make the products the global brands will hang their meaning on. And that’s where the free-trade zones come in.

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Highlight (Yellow) | Page 202

the branding broom closet.

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Their names and logos aren’t splashed on the façades of the factories in the industrial zone.

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The management is military-style, the supervisors often abusive, the wages below subsistence and the work low-skill and tedious.

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Highlight (Yellow) | Page 206

fantasyland for foreign investors. Golf courses, executive clubs and private schools have been built on the outskirts of Rosario to ease the discomforts of Third World life.

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Highlight (Yellow) | Page 207

integration with the local culture and economy is kept to a bare minimum.

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Highlight (Yellow) | Page 207

Companies just ship in the pieces of cloth or computer parts—free of import tax—and the cheap, non-union workforce assembles it for them. Then the finished garments or electronics are shipped back out, with no export tax.

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Highlight (Yellow) | Page 207

for the cause of future prosperity.

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Highlight (Yellow) | Page 208

outside the zone the poverty only grows more desperate.

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Highlight (Yellow) | Page 210

these zones are job-creation programs and the income the workers earn will eventually fuel sustainable growth in the local economy.

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Highlight (Yellow) | Page 210

the zone wages are so low that workers spend most of their pay on shared dorm rooms and transportation; the rest goes to noodles and fried rice from vendors lined up outside the gate.

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Highlight (Yellow) | Page 210

Zone workers certainly cannot dream of affording the consumer goods they produce.

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Highlight (Yellow) | Page 212

“DO NOT LISTEN TO AGITATORS AND TROUBLE MAKERS.”

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Highlight (Yellow) | Page 213

“The workers are effectively living in ‘lawless’ territory where to defend their rights and interests they are constantly forced to take ‘illegal’ action themselves.”<sup>36</sup>

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Highlight (Yellow) | Page 214

young people—mostly women—sent off to sweatshop factories the way a previous generation of young men were sent off to war.

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Highlight (Yellow) | Page 217

after a big order is filled there could be a dry spell and they don't want to be stuck with more employees than work.

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Highlight (Yellow) | Page 217

when a factory is experiencing a lull in orders or a shipment of supplies has been delayed, workers are sent home without pay, sometimes for a week at a time.

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Many other rural workers told me that they would have stayed home if they could, but the choice was made for them: most of their families had lost their farms, displaced by golf courses, botched land-reform laws and more export processing zones. Others said that the only reason they came to Cavite was that when the zone recruiters came to their villages, they promised that workers would earn enough in the factories to send money home to their impoverished families. The same inducement had been offered to other girls their age, they told me, to go to Manila to work in the sex trade.

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Highlight (Yellow) | Page 223

a stark contrast to the days when the company made it a banner policy that the adult men working in its auto plants should earn enough not only to support a family of four but to drive them around in a GM car or truck.

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Highlight (Yellow) | Page 223

built to maximize flexibility: to follow the tax breaks and incentives, to bend with the currency devaluations and benefit by the strict rule of dictators.

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Highlight (Yellow) | Page 225

since all the materials are imported, nothing is actually manufactured in the factories, only assembled.

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Highlight (Yellow) | Page 227

Multinational corporations have vehemently defended themselves against the accusation that they are orchestrating a "race to the bottom" by claiming that their presence has helped to raise the standard of living in underdeveloped countries.

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sweatshops are not a sign of eroded rights but a signal that prosperity is just around the corner.

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Highlight (Yellow) | Page 228

in the developing world the choice is not between bad jobs and good jobs but between bad jobs and no jobs.

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Highlight (Yellow) | Page 230

Factory jobs are being outsourced, garment jobs are morphing into homework, and in every industry, temporary contracts are replacing full, secure employment.

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Highlight (Yellow) | Page 230

savvy companies prefer to see themselves as “organizers” of collections of contractors, as opposed to “employment organizations.”

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Highlight (Yellow) | Page 232

Most of the large employers in the service sector manage their workforce as if their clerks didn’t depend on their paychecks for anything essential, such as rent or child support.

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Highlight (Yellow) | Page 238

the youthfulness of the sector is far from accidental.

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Highlight (Yellow) | Page 239

Richard L. Flanagan wrote a letter to all his clerks, addressing the question of whether Borders could pay a “living wage” as opposed to what it reportedly pays now—between US\$6.63 and \$9.27 an hour. “While the concept is romantically appealing,” he wrote, “it ignores the practicalities and realities of our business environment.”

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Highlight (Yellow) | Page 239

living inside a stunning corporate success story—though you’d never know it from the resignation and anger in her voice.

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Highlight (Yellow) | Page 249

The golden era of the geeks has come and gone, and today’s high-tech jobs are as unstable as any other.

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Highlight (Yellow) | Page 251

“We were overpaying them,”

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“The time of considering yourself an ‘employee’ has passed. Now it’s time to start thinking of yourself as a service provider, hiring out your skills and services to the highest, or most interesting, bidder.”

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Highlight (Yellow) | Page 254

it does seem as if most of the major articles about the joys of freelancing have been written by successful freelance writers under the impression that they themselves represent the millions of contractors, temps, freelancers, part-timers and the self-employed.

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Highlight (Yellow) | Page 254

casualization pans out as the worst of both worlds: monotonous work at lower wages, with no benefits or security, and even less control over scheduling.

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Highlight (Yellow) | Page 261

it has only been in the past three or four years that corporations have stopped hiding layoffs and restructuring behind the rhetoric of necessity and begun to speak openly and unapologetically about their aversion to hiring people and, in extreme cases, their total exodus from the employment business.

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Highlight (Yellow) | Page 261

Corporations are indeed “growing” the economy, but they are doing it, as we have seen, through layoffs, mergers, consolidation and outsourcing—in other words, through job debasement and job loss.

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Highlight (Yellow) | Page 263

growing numbers of Americans moving into gated communities because the suburbs no longer provide adequate protection from the perceived urban threat.

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Highlight (Yellow) | Page 267

“Transnationals are affecting democracy, work, communities, culture and the biosphere. Inadvertently, they have helped us see the whole problem as one system, to connect every issue to every other issue, to not look at one problem in isolation.

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Highlight (Yellow) | Page 280

He tells the police officer about how poor neighborhoods have a disproportionately high number of billboards selling tobacco and hard liquor products. He talks about how these ads always feature models sailing, skiing or playing golf, making the addictive products they promote particularly glamorous to kids stuck in the ghetto, longing for escape. Unlike the advertisers who pitch and run, he wants his work to be part of a community discussion about the politics of public space.

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Highlight (Yellow) | Page 280

Streets are public spaces, adbusters argue, and since most residents can't afford to counter corporate messages by purchasing their own ads, they should have the right to talk back to images they never asked to see.

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the time has come for the public to stop asking that some space be left unsponsored, and to begin seizing it back.

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"What comes out is no real alternative to our culture of consumption," Carrie McLaren writes. "Just a different brand."

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after a while, what began as a way to talk back to the ads starts to feel more like evidence of our total colonization by them,

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though these ideas will dramatically influence how young people will party, dress and talk, they will magically have no effect whatsoever on how young people will behave as political beings.

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Highlight (Yellow) | Page 307

"Are we going to be okay?"

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Highlight (Yellow) | Page 313

"Beneath the tarmac...a forest,"

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to dream of reclaiming space for collective use, as commons."

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Highlight (Yellow) | Page 317

freedom is usually about abandoning the claustrophobia of the city.

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Highlight (Yellow) | Page 317

RTS, on the other hand, doesn't write off the city or the present. It harnesses the urge for entertainment and raves (and its darker side—the desire to freak out and riot) and channels them into an act of civil disobedience that is also a festival.

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Highlight (Yellow) | Page 322

“The resistance,” one sign said, “will be as transnational as capital.”

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Highlight (Yellow) | Page 334

“Our corporations are stealing their lives.”

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Highlight (Yellow) | Page 335

many of the people who inhabit their branded worlds feel complicit in their wrongs, both guilty and connected.

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Today, more and more campaigners are treating multinationals, and the policies that give them free rein, as the root cause of political injustices around the globe.

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Highlight (Yellow) | Page 345

when you know the truth about anything, the real inner truth—it is very hard to write the surface fluff which sells it.”

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Somehow, the seventies rallying cry that “the personal is political” seemed more related to the issue of how fashion made women feel about themselves than to the global mechanisms of how the garment industry made other women work.

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a company that got rich off the backs of young women in the Third World has no business using the ideals of feminism and racial equality to sell more shoes.

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Highlight (Yellow) | Page 361

They are singled out because the politics they have associated themselves with, which have made them rich—feminism, ecology, inner-city empowerment—were not just random pieces of effective ad copy that their brand managers found lying around. They are complex, essential social ideas, for which many people have spent lifetimes fighting. That’s what lends righteousness to the rage of activists campaigning against what they see as cynical distortions of those ideas.

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Highlight (Yellow) | Page 370

it’s sometimes drug or gang money, but more often it’s the mothers’ minimum-wage salaries or welfare checks that are spent on disposable status wear.

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Highlight (Yellow) | Page 371

Nike, its \$150 Air Jordans are not a shoe but a kind of talisman with which poor kids can run out of the ghetto and better their lives.

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Highlight (Yellow) | Page 371

and the other multinationals are reinforcing stereotypical images of black youth and simultaneously taking all the jobs away.

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Highlight (Yellow) | Page 374

“Nike, we made you. We can break you.”

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Highlight (Yellow) | Page 381

if multinationals were left to their own devices, there would be no open space left on earth—even the depths of the ocean, the last great wilderness, would be colonized.

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This concept of protecting the unknowable—for no empirical reason in the short term except that it comforts us that it is there—was indeed amorphous, but it was also powerful.

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Coca-Cola is nutritious because it is “providing water, and I think that is part of a balanced diet.”

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Highlight (Yellow) | Page 389

McDonald’s garbage stuffed into landfills is “a benefit, otherwise you will end up with lots of vast empty gravel pits all over the country.”

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Highlight (Yellow) | Page 397

teenagers often feel “unloved, unwanted, unacceptable and unpopular if you do not have the right clothes.”

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Highlight (Yellow) | Page 401

Rather than simply complaining about amorphous “corporatization,” young activists have begun to use their status as sought-after sponsorees to retaliate against forces they considered invasive on their campuses to begin with.

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“Please use your liberty to promote ours,”

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The students are also pushing for their schools to demand that contractors pay a “living wage,” as opposed to the legal minimum wage.

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there is no agreement about how to turn those well-meaning commitments into real changes in the export factories.

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The purpose of the Shell boycott, he concluded, “is to affect matters beyond the boundaries of the City without any identifiable benefit to its inhabitants.”

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Highlight (Yellow) | Page 421

The conduct of the individual multinationals is simply a by-product of a broader global economic system that has steadily been removing almost all barriers and conditions to trade, investment and outsourcing.

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Highlight (Yellow) | Page 423

If we tell them all companies are guilty, they will feel they can do nothing.

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Highlight (Yellow) | Page 424

brand-based campaigns: they can be powerless in the face of corporations that opt out of the branding game.

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Highlight (Yellow) | Page 424

their exploitation is unbranded, and therefore less identifiable, less visible, in our image-obsessed world.

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Highlight (Yellow) | Page 427

There is no harvested resource that does not, eventually, turn into a brand.

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Highlight (Yellow) | Page 428

Any substantial demands for labor-law reform were immediately hijacked by a new agenda: what provisions would U.S. companies have to meet before they could sew a “No Sweat” label on their garments? The

immediate priority was finding a quick and easy way to protect the right of Westerners to buy branded goods without guilt.

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Highlight (Yellow) | Page 429

We are living, as Susan Sontag said, in the “Age of Shopping” and any movement that is primarily rooted in making people feel guilty about going to the mall is a backlash waiting to happen.

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Highlight (Yellow) | Page 429

politics in Cavite is about fighting for concrete improvements in workers’ lives—not about what name happens to be on a T-shirt you happen to have on your back.

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Highlight (Yellow) | Page 433

no code drafted or monitored by the corporations themselves—even at arm’s length—could possibly have any merit. Monitoring had to be done by unions or by human-rights groups.

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Highlight (Yellow) | Page 437

There is something Orwellian about the idea of turning the enforcement of basic human rights into a multinational industry, as the private codes would do, to be checked like any other quality control.

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Highlight (Yellow) | Page 437

Global labor and environmental standards should be regulated by laws and governments—not by a consortium of transnational corporations and their accountants, all following the advice of their PR firms.

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Highlight (Yellow) | Page 437

it gives them unprecedented power of another sort: the power to draft their own privatized legal systems, to investigate and police themselves, as quasi nation-states.

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Highlight (Yellow) | Page 440

All it will do is reinforce the idea that somebody else is looking after the workers’ destiny, not the workers themselves.

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Highlight (Yellow) | Page 441

the right to sit down and bargain—even when you don’t get the perfect deal—is the fundamental right for which the international trade union movement has struggled from its inception; it has always been about self-determination.

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Highlight (Yellow) | Page 441

When we start looking to corporations to draft our collective labor and human rights codes for us, we have already lost the most basic principle of citizenship: that people should govern themselves.

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Highlight (Yellow) | Page 450

to criticize the U.S. government is to be on the side of the terrorists, to stand in the way of market-driven globalization is to further the terrorists' evil goals.

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Highlight (Yellow) | Page 453

“Ocupar, Resistir, Producir”

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Highlight (Yellow) | Page 453

activism can no longer be about registering symbolic dissent. It must be about taking action to make people's lives better—where they live, right away.

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Highlight (Yellow) | Page 455

For the Zapatistas, these free spaces, created from reclaimed land, communal agriculture, and resistance to privatization are an attempt to create counter-powers to the state, not a bid to overthrow it and replace it with an alternate, centralized regime.

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Highlight (Yellow) | Page 455

He said the workers of the world must unite, and the Mayans just stared at him. They said they weren't workers but people, and, besides, land wasn't property but the heart of their communities.

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Highlight (Yellow) | Page 458

It is only changing, moving, yet again, to a deeper stage, one that is less focused on acts of symbolic resistance and theatrical protests and more on “living our alternatives into being,”

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